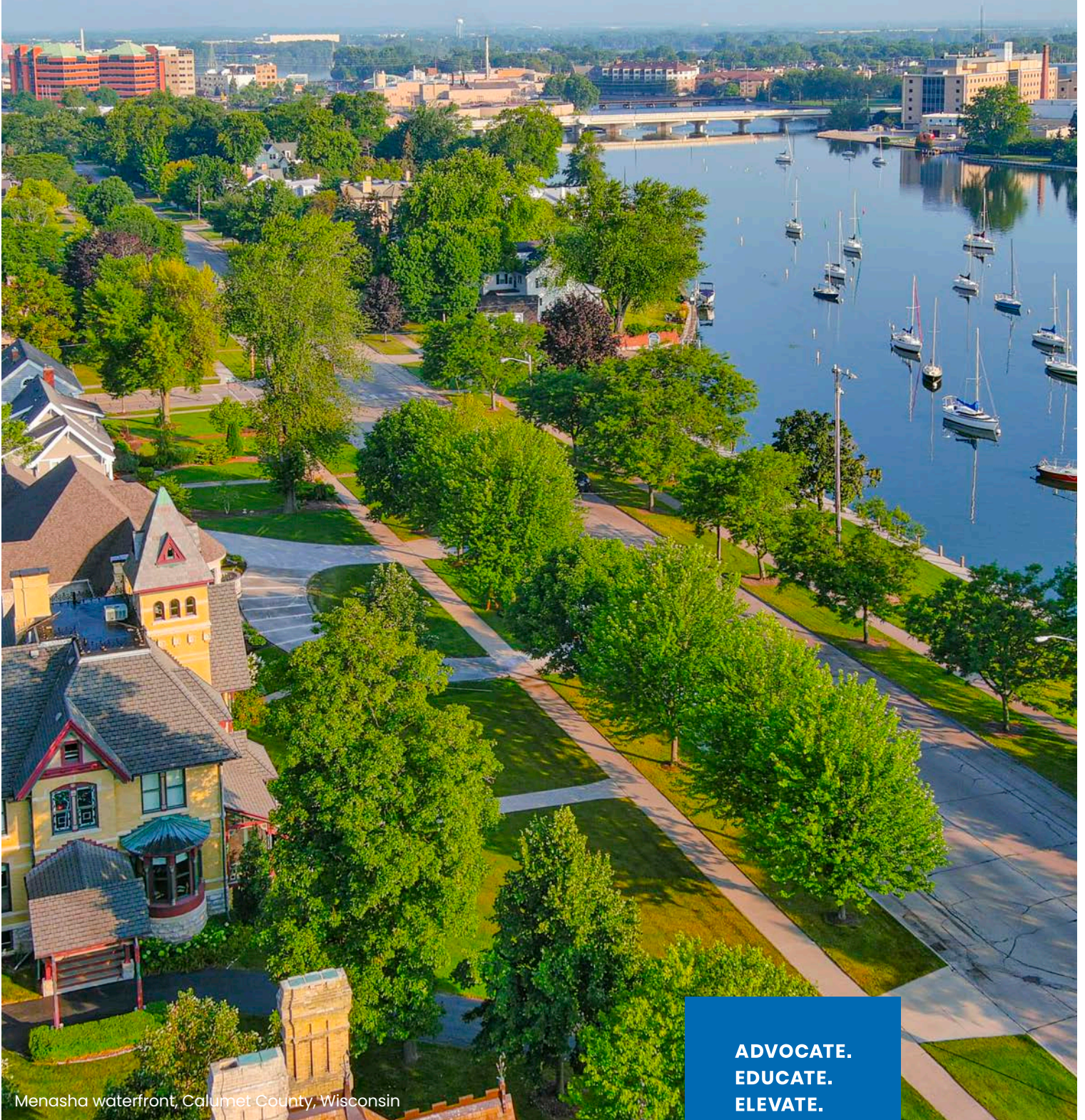




JULY 2025

# WISCONSIN REAL ESTATE REPORT



Menasha waterfront, Calumet County, Wisconsin

**ADVOCATE.  
EDUCATE.  
ELEVATE.**



# July 2025 Wisconsin Real Estate Report

## Inventory Improvements Moderate Price Appreciation as Sales Flatten

This page: Reflecting data for July 2025. State: WI. Type: Residential.

### TALKING POINTS

- For the third straight month, median prices rose at an annual pace under 5%, and this coincides with a general improvement in inventory levels over the May through July period. Both total listings and months of available supply improved in each of those months relative to their levels a year earlier.
- July existing home sales were relatively flat statewide, falling just 0.3% when compared to July 2024, and the median price rose to \$337,125, which is a 4.5% increase over the last 12 months.
- Year-to-date home sales were up 0.5% compared to the first seven months of 2024, and the median price rose 6.6% to \$325,000 over that same period.
- Stronger inventory translated into strong sales growth in the more rural parts of the state, with inventory growth in the North region increasing 13% to 6.1 months of supply, and closed sales up 12% over the last year.
- Months of supply improved across all urban classifications, but the more urban areas remained a seller's market in July 2025. The large metropolitan counties had 3.6 months of supply, whereas counties with smaller cities classified as micropolitan had 4.3 months of available supply in July. Finally, rural counties with a population of fewer than 10,000 residents were essentially balanced with 5.9 months of supply.
- The average 30-year fixed mortgage rate fell 13 basis points from 6.85% in July 2024 to 6.72% in July 2025. Mortgage rates have consistently remained in the 6.5% to 7% range over the last 12 months.
- Affordability remained low, improving just 1.7% since July 2024. The WRA has tracked Wisconsin affordability since 2009, and the July 2025 measure of affordability is only about 4.3% higher than the low benchmark established in June 2024.

### ADDITIONAL ANALYSIS



#### Inventory Improvements Continue

"All of our measures of inventory improved in July, which continues a general trend we've seen since April. Addressing the inventory shortage is key to improving sales and moderating the rapid appreciation of prices."

**Chris DeVincentis**

2025 Chair of the Board of Directors, Wisconsin REALTORS® Association



#### Affordability Challenges

"Housing affordability is a national problem, and while the Midwest fares better than the other regions of country, we're not immune to the challenge. The moderation of price appreciation and income growth both help, but the stubbornly high mortgage rates have kept Wisconsin affordability near record-low levels. Hopefully we see mortgage rates improve over the next year."

**Tom Larson**

President & CEO, Wisconsin REALTORS® Association



#### Initial Signs of a Cooling Economy

"The president has been urging the Fed to lower short-term interest rates, but Fed Chairman Jerome Powell has resisted this pressure, fearing that lowering rates will re-ignite inflation, which remains slightly above the Fed's target rate of 2%. Although initial estimates show the economy grew at a solid 3% pace in the second quarter, there are signs of cooling. While imports dropped significantly and consumer spending grew at a modest pace, consumer confidence dropped in June. In addition, business investment and exports both fell in the second quarter. This will likely motivate the Fed to begin cutting short-term interest rates, perhaps as early as September."

**Dave Clark**

Professor Emeritus of Economics and WRA Consultant

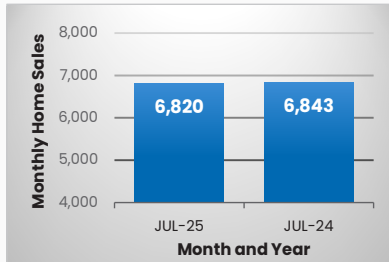
# July 2025 Wisconsin Real Estate Report

Inventory Improvements Moderate Price Appreciation as Sales Flatten

This page: Reflecting data for July 2025. State: WI. Type: Residential.



## MONTHLY HOME SALES



July 2025  
6,820

July 2024  
6,843

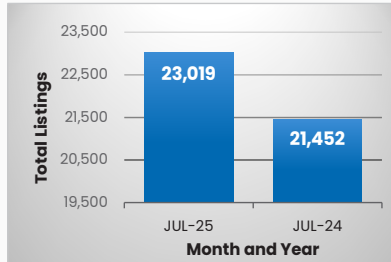
from last year



0.3%



## TOTAL STATEWIDE LISTINGS



July 2025  
23,019

July 2024  
21,452

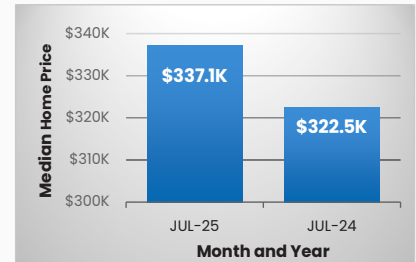
from last year



7.3%



## MEDIAN HOME PRICE



July 2025  
\$337,125

July 2024  
\$322,500

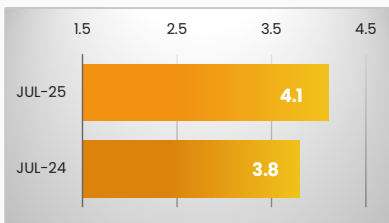
from last year



4.5%



## MONTHS OF INVENTORY



July 2025  
4.1

July 2024  
3.8

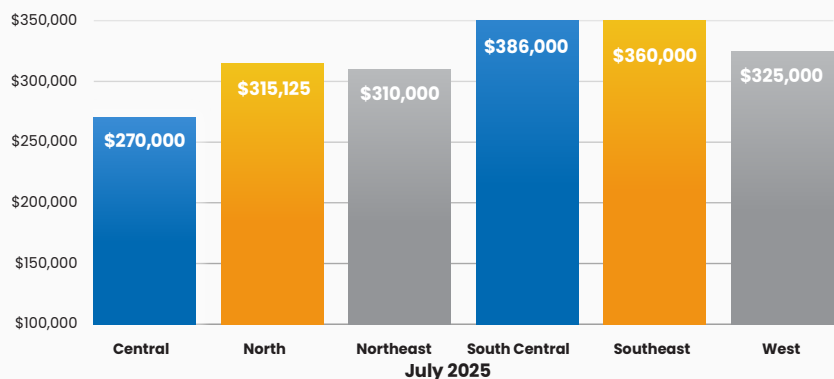
from last year



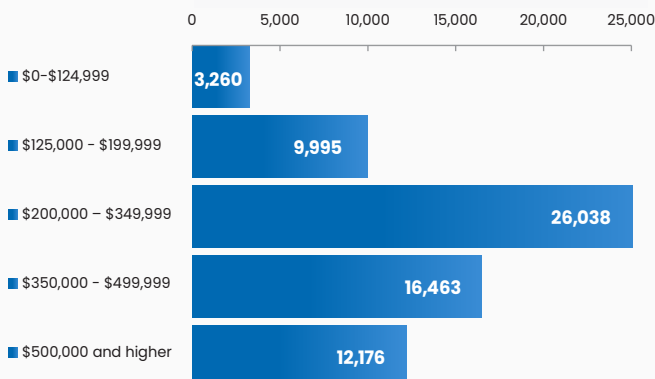
7.9%



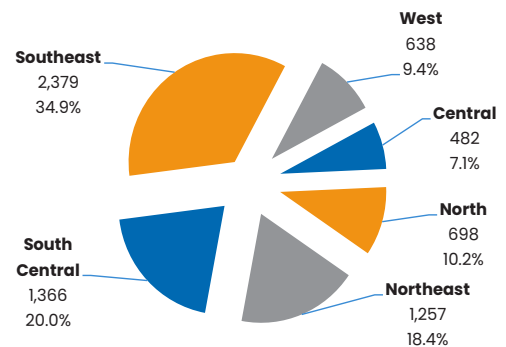
## MEDIAN PRICES BY REGION



## HOMES SOLD BY PRICE RANGE IN PAST 12 MONTHS



## HOME SALES BY REGION



July 2025

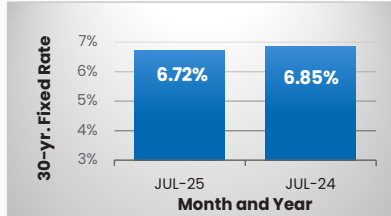
# July 2025 Wisconsin Real Estate Report

## Inventory Improvements Moderate Price Appreciation as Sales Flatten

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### MORTGAGE INTEREST RATES\*



July 2025  
**6.72%**

July 2024  
**6.85%**

from last year



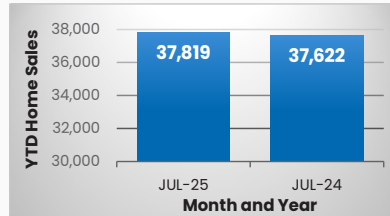
**13**

basis points

\* Data based on Freddie Mac 30-year fixed mortgage rates.



### YEAR-TO-DATE HOME SALES



Year to Date 2025  
**37,819**

Year to Date 2024  
**37,622**

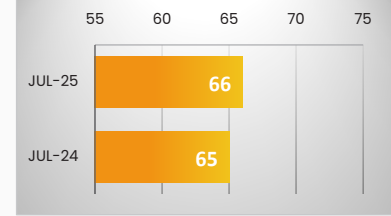
from last year



**0.5%**



### AVERAGE DAYS ON MARKET



July 2025  
**66**

July 2024  
**65**

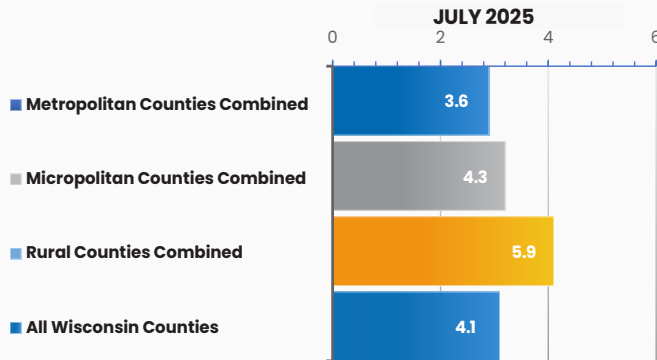
from last year



**1.5%**



### MONTHS OF INVENTORY BY URBAN CLASSIFICATION



Metropolitan counties include: Brown, Calumet, Chippewa, Columbia, Dane, Douglas, Eau Claire, Fond du Lac, Green, Iowa, Kenosha, Kewaunee, La Crosse, Lincoln, Marathon, Milwaukee, Oconto, Ozaukee, Outagamie, Pierce, Racine, Rock, Sheboygan, St. Croix, Washington, Waukesha and Winnebago.

Micropolitan counties include: Dodge, Dunn, Florence, Grant, Jefferson, Manitowoc, Marinette, Menominee, Portage, Sauk, Shawano, Walworth and Wood.

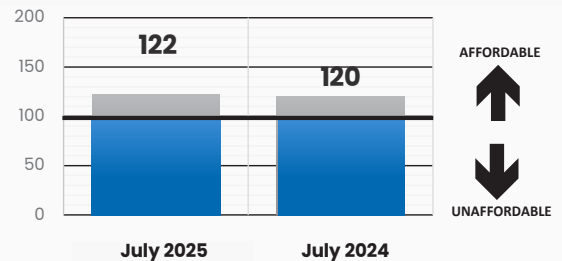
Rural counties include: Adams, Ashland, Barron, Bayfield, Buffalo, Burnett, Clark, Crawford, Door, Forest, Green Lake, Iron, Jackson, Juneau, Lafayette, Langlade, Marquette, Monroe, Oneida, Pepin, Polk, Price, Rusk, Richland, Sawyer, Taylor, Trempealeau, Vernon, Vilas, Washburn, Waupaca and Waushara.



### HOUSING AFFORDABILITY INDEX



Up 1.7% from Jul 2024



AFFORDABLE



UNAFFORDABLE

This index shows the portion of the median-priced home that a qualified buyer with median family income can afford to buy, assuming 20% down and the remaining balance financed with a 30-year fixed mortgage at current rates. A value of 100 means a buyer with median income has enough to qualify for a mortgage on the median-priced home.



# July 2025 Wisconsin Real Estate Report

## Inventory Improvements Moderate Price Appreciation as Sales Flatten

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Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change
Central	Adams	275,000	179,000	+53.6%	43	68	-36.8%	6.5	5.0	+30.0%	94	76	+23.7%
	Clark	212,500	170,000	+25.0%	30	31	-3.2%	5.8	4.7	+23.4%	93	102	-8.8%
	Juneau	237,450	220,500	+7.7%	42	34	+23.5%	7.3	5.1	+43.1%	92	75	+22.7%
	Marathon	299,900	268,000	+11.9%	149	137	+8.8%	3.4	3.6	-5.6%	54	56	-3.6%
	Marquette	331,000	267,000	+24.0%	18	12	+50.0%	5.5	5.8	-5.2%	74	67	+10.4%
	Portage	302,950	286,500	+5.7%	74	58	+27.6%	4.2	3.7	+13.5%	49	59	-16.9%
	Waushara	242,500	285,000	-14.9%	26	33	-21.2%	5.5	4.6	+19.6%	79	50	+58.0%
	Wood	227,588	192,450	+18.3%	100	88	+13.6%	3.9	3.4	+14.7%	63	64	-1.6%
Central Regional Total		270,000	240,000	+12.5%	482	461	+4.6%	4.6	4.1	+12.2%	66	65	+1.5%

Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change
North	Ashland	199,900	243,500	-17.9%	23	20	+15.0%	9.9	6.7	+47.8%	80	87	-8.0%
	Barron	350,000	240,000	+45.8%	63	90	-30.0%	5.0	5.7	-12.3%	92	63	+46.0%
	Bayfield	316,250	256,100	+23.5%	28	19	+47.4%	8.1	6.9	+17.4%	115	72	+59.7%
	Burnett	365,000	310,000	+17.7%	54	36	+50.0%	5.6	4.5	+24.4%	59	51	+15.7%
	Douglas	277,500	239,075	+16.1%	64	54	+18.5%	5.0	4.1	+22.0%	86	62	+38.7%
	Florence	NA	NA	NA	2	6	-66.7%	4.0	6.5	-38.5%	90	49	+83.7%
	Forest	290,000	NA	NA	10	4	+150.0%	11.2	5.3	+111.3%	115	52	+121.2%
	Iron	325,000	375,000	-13.3%	11	13	-15.4%	6.8	5.9	+15.3%	79	65	+21.5%
	Langlade	188,900	205,000	-7.9%	25	24	+4.2%	4.3	4.3	0.0%	61	50	+22.0%
	Lincoln	168,500	217,000	-22.4%	44	55	-20.0%	4.7	3.7	+27.0%	82	49	+67.3%
	Oneida	400,000	360,000	+11.1%	69	67	+3.0%	6.4	5.1	+25.5%	74	74	0.0%
	Polk	335,000	285,000	+17.5%	66	56	+17.9%	5.1	4.7	+8.5%	63	58	+8.6%
	Price	179,900	349,950	-48.6%	44	30	+46.7%	7.1	7.0	+1.4%	108	110	-1.8%
	Rusk	200,000	190,000	+5.3%	25	26	-3.8%	6.0	4.9	+22.4%	70	61	+14.8%
	Sawyer	360,000	365,000	-1.4%	45	35	+28.6%	8.4	6.3	+33.3%	82	70	+17.1%
	Taylor	240,000	215,000	+11.6%	21	20	+5.0%	5.4	6.1	-11.5%	91	80	+13.8%
	Vilas	410,000	397,000	+3.3%	63	46	+37.0%	6.6	6.4	+3.1%	71	70	+1.4%
	Washburn	320,000	302,500	+5.8%	41	22	+86.4%	6.1	6.0	+1.7%	95	71	+33.8%
North Regional Total		315,125	270,000	+16.7%	698	623	+12.0%	6.1	5.4	+13.0%	81	66	+22.7%

# July 2025 Wisconsin Real Estate Report

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Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change
Northeast	Brown	363,150	350,000	+3.8%	270	303	-10.9%	3.8	3.5	+8.6%	54	63	-14.3%
	Calumet	358,500	346,000	+3.6%	59	54	+9.3%	4.0	4.2	-4.8%	69	79	-12.7%
	Door	475,000	455,000	+4.4%	78	75	+4.0%	7.6	10.7	-29.0%	100	114	-12.3%
	Fond du Lac	255,000	240,000	+6.3%	111	99	+12.1%	3.9	3.7	+5.4%	55	54	+1.9%
	Green Lake	272,500	264,500	+3.0%	24	24	0.0%	5.5	3.9	+41.0%	91	75	+21.3%
	Kewaunee	267,625	329,900	-18.9%	28	23	+21.7%	3.5	4.2	-16.7%	58	118	-50.8%
	Manitowoc	230,000	229,353	+0.3%	101	90	+12.2%	3.3	3.2	+3.1%	57	54	+5.6%
	Marinette	215,000	198,000	+8.6%	38	46	-17.4%	6.0	6.0	0.0%	67	69	-2.9%
	Menominee	NA	NA	NA	3	6	-50.0%	9.9	3.0	+230.0%	58	51	+13.7%
	Oconto	337,500	260,000	+29.8%	42	55	-23.6%	5.3	4.2	+26.2%	75	68	+10.3%
	Outagamie	315,000	315,000	0.0%	203	163	+24.5%	3.3	3.3	0.0%	66	56	+17.9%
	Shawano	290,500	220,000	+32.0%	50	41	+22.0%	4.3	3.9	+10.3%	56	71	-21.1%
	Waupaca	220,000	199,900	+10.1%	55	47	+17.0%	4.4	3.6	+22.2%	75	60	+25.0%
	Winnebago	285,500	276,900	+3.1%	195	215	-9.3%	3.3	2.9	+13.8%	56	66	-15.2%
	<b>Northeast Regional Total</b>	<b>310,000</b>	<b>291,000</b>	<b>+6.5%</b>	<b>1,257</b>	<b>1,241</b>	<b>+1.3%</b>	<b>4.1</b>	<b>4.0</b>	<b>+2.5%</b>	<b>63</b>	<b>67</b>	<b>-6.0%</b>

Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change
South Central	Columbia	354,000	332,500	+6.5%	73	60	+21.7%	5.2	4.7	+10.6%	85	61	+39.3%
	Crawford	212,500	222,500	-4.5%	16	20	-20.0%	4.5	3.9	+15.4%	85	87	-2.3%
	Dane	470,000	455,000	+3.3%	666	719	-7.4%	4.1	4.1	0.0%	79	74	+6.8%
	Dodge	310,000	325,000	-4.6%	93	97	-4.1%	3.4	3.4	0.0%	82	64	+28.1%
	Grant	195,000	260,000	-25.0%	31	35	-11.4%	4.8	4.7	+2.1%	64	74	-13.5%
	Green	316,000	273,500	+15.5%	27	48	-43.8%	4.5	4.5	0.0%	79	71	+11.3%
	Iowa	305,500	232,000	+31.7%	24	11	+118.2%	4.7	6.1	-23.0%	66	74	-10.8%
	Jefferson	333,000	315,000	+5.7%	121	104	+16.3%	3.0	3.4	-11.8%	55	66	-16.7%
	Lafayette	220,000	183,500	+19.9%	15	16	-6.3%	5.4	3.8	+42.1%	64	62	+3.2%
	Richland	302,250	217,000	+39.3%	14	20	-30.0%	5.7	5.7	0.0%	148	120	+23.3%
	Rock	296,450	278,000	+6.6%	212	229	-7.4%	3.6	3.7	-2.7%	69	72	-4.2%
	Sauk	343,500	360,000	-4.6%	74	51	+45.1%	5.3	4.4	+20.5%	83	73	+13.7%
	<b>South Central Regional Total</b>	<b>386,000</b>	<b>376,750</b>	<b>+2.5%</b>	<b>1,366</b>	<b>1,410</b>	<b>-3.1%</b>	<b>4.1</b>	<b>4.0</b>	<b>+2.5%</b>	<b>76</b>	<b>72</b>	<b>+5.6%</b>

# July 2025 Wisconsin Real Estate Report

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Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change
Southeast	Kenosha	330,000	296,000	+11.5%	156	183	-14.8%	2.9	2.7	+7.4%	50	57	-12.3%
	Milwaukee	289,900	275,000	+5.4%	933	926	+0.8%	3.1	2.6	+19.2%	52	51	+2.0%
	Ozaukee	479,900	491,000	-2.3%	107	135	-20.7%	3.2	3.6	-11.1%	61	70	-12.9%
	Racine	280,500	267,000	+5.1%	207	243	-14.8%	3.3	3.1	+6.5%	50	51	-2.0%
	Sheboygan	315,000	265,000	+18.9%	137	137	0.0%	3.6	3.3	+9.1%	62	55	+12.7%
	Walworth	422,000	361,500	+16.7%	159	132	+20.5%	5.4	5.1	+5.9%	70	65	+7.7%
	Washington	390,000	385,000	+1.3%	149	160	-6.9%	4.0	3.7	+8.1%	64	63	+1.6%
	Waukesha	520,000	482,500	+7.8%	531	543	-2.2%	3.2	3.2	0.0%	65	61	+6.6%
	<b>Southeast Regional Total</b>	<b>360,000</b>	<b>340,000</b>	<b>+5.9%</b>	<b>2,379</b>	<b>2,459</b>	<b>-3.3%</b>	<b>3.4</b>	<b>3.1</b>	<b>+9.7%</b>	<b>57</b>	<b>56</b>	<b>+1.8%</b>
Region	County	Median Price			Sales			Months Inventory			Avg Days On Market		
		7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change	7/2025	7/2024	% Change
West	Buffalo	203,000	340,500	-40.4%	10	12	-16.7%	6.4	3.8	+68.4%	78	122	-36.1%
	Chippewa	330,000	335,000	-1.5%	68	78	-12.8%	4.3	4.6	-6.5%	84	89	-5.6%
	Dunn	382,500	289,000	+32.4%	40	39	+2.6%	4.6	4.2	+9.5%	81	76	+6.6%
	Eau Claire	327,500	295,500	+10.8%	120	118	+1.7%	3.6	4.6	-21.7%	71	80	-11.3%
	Jackson	240,000	185,000	+29.7%	33	26	+26.9%	4.0	4.7	-14.9%	71	90	-21.1%
	La Crosse	302,000	305,000	-1.0%	125	139	-10.1%	3.3	3.1	+6.5%	56	56	0.0%
	Monroe	319,000	255,000	+25.1%	45	52	-13.5%	6.1	4.6	+32.6%	81	73	+11.0%
	Pepin	NA	280,000	NA	7	21	-66.7%	3.1	5.9	-47.5%	104	69	+50.7%
	Pierce	366,750	363,750	+0.8%	28	20	+40.0%	4.5	3.5	+28.6%	74	94	-21.3%
	St. Croix	385,000	385,500	-0.1%	105	92	+14.1%	5.4	3.9	+38.5%	67	61	+9.8%
	Trempealeau	283,750	290,000	-2.2%	30	27	+11.1%	4.1	4.2	-2.4%	76	69	+10.1%
	Vernon	263,000	245,000	+7.3%	27	25	+8.0%	4.8	5.1	-5.9%	70	91	-23.1%
	<b>West Regional Total</b>	<b>325,000</b>	<b>306,000</b>	<b>+6.2%</b>	<b>638</b>	<b>649</b>	<b>-1.7%</b>	<b>4.3</b>	<b>4.1</b>	<b>+4.9%</b>	<b>71</b>	<b>74</b>	<b>-4.1%</b>

# July 2025 Wisconsin Real Estate Report

## Inventory Improvements Moderate Price Appreciation as Sales Flatten

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### Statewide Median Price

7/2025	7/2024	% Change
337,125	322,500	+4.5%

### Statewide Sales

7/2025	7/2024	% Change
6,820	6,843	-0.3%

### Statewide Avg Days On Market

7/2025	7/2024	% Change
66	65	+1.5%

### Statewide Months Inventory

7/2025	7/2024	% Change
4.1	3.8	+7.9%

### Statewide New Listings

7/2025	7/2024	% Change
8,820	8,499	+3.8%

### Statewide Total Listings

7/2025	7/2024	% Change
23,019	21,452	+7.3%

### Price Range Stats

Listing Price Range	Current Properties For Sale	Avg Days On Market (sold listings)	Number of Sales in Prev 12 months	Total Sales in Prev 12 Months	Months Inventory
\$0 - \$124,999	1,068	295	3,260	290,261,550	3.9
\$125,000 - \$199,999	2,671	184	9,995	1,687,797,545	3.2
\$200,000 - \$349,999	6,992	133	26,038	7,182,774,635	3.2
\$350,000 - \$499,999	5,703	127	16,463	6,910,648,384	4.2
\$500,000+	6,589	124	12,176	9,417,031,638	6.5

### Months of Inventory by Broad Urban-Rural Classification

Category	July 2025	July 2024
Metropolitan Counties Combined	3.6	3.4
Micropolitan Counties Combined	4.3	4.1
Rural Counties Combined	5.9	5.2
State Total	4.1	3.8



# July 2025 Wisconsin Real Estate Report

## Inventory Improvements Moderate Price Appreciation as Sales Flatten

This page: Reflecting data for July 2025. State: WI. Type: Residential.

Region	County	YTD Median Price			YTD Sales		
		Through 7/2025	Through 7/2024	% Change	Through 7/2025	Through 7/2024	% Change
Central	Adams	250,000	227,250	+10.0%	286	318	-10.1%
	Clark	190,000	164,500	+15.5%	153	153	0.0%
	Juneau	234,900	225,000	+4.4%	221	206	+7.3%
	Marathon	255,000	255,000	0.0%	750	748	+0.3%
	Marquette	265,000	232,000	+14.2%	138	142	-2.8%
	Portage	314,500	282,000	+11.5%	338	353	-4.2%
	Waushara	279,000	260,000	+7.3%	160	175	-8.6%
	Wood	225,000	195,000	+15.4%	472	484	-2.5%
Central Regional Total		250,000	236,000	+5.9%	2,518	2,579	-2.4%

Region	County	YTD Median Price			YTD Sales		
		Through 7/2025	Through 7/2024	% Change	Through 7/2025	Through 7/2024	% Change
North	Ashland	170,000	199,000	-14.6%	107	136	-21.3%
	Barron	277,700	254,500	+9.1%	439	422	+4.0%
	Bayfield	350,000	285,000	+22.8%	135	141	-4.3%
	Burnett	338,000	310,000	+9.0%	234	202	+15.8%
	Douglas	235,000	225,000	+4.4%	287	276	+4.0%
	Florence	213,000	146,950	+44.9%	16	12	+33.3%
	Forest	290,000	230,000	+26.1%	61	78	-21.8%
	Iron	303,550	275,000	+10.4%	46	57	-19.3%
	Langlade	175,000	176,700	-1.0%	199	169	+17.8%
	Lincoln	200,000	207,000	-3.4%	253	251	+0.8%
	Oneida	369,525	316,250	+16.8%	332	330	+0.6%
	Polk	319,000	295,200	+8.1%	335	268	+25.0%
	Price	190,000	199,900	-5.0%	177	169	+4.7%
	Rusk	195,000	200,000	-2.5%	112	105	+6.7%
	Sawyer	303,000	329,450	-8.0%	203	199	+2.0%
	Taylor	225,000	206,000	+9.2%	104	111	-6.3%
	Vilas	425,000	405,000	+4.9%	243	259	-6.2%
	Washburn	290,000	274,900	+5.5%	177	167	+6.0%
North Regional Total		275,000	260,000	+5.8%	3,460	3,352	+3.2%

# July 2025 Wisconsin Real Estate Report

## Inventory Improvements Moderate Price Appreciation as Sales Flatten

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Region	County	YTD Median Price			YTD Sales		
		Through 7/2025	Through 7/2024	% Change	Through 7/2025	Through 7/2024	% Change
Northeast	Brown	350,000	330,000	+6.1%	1,510	1,603	-5.8%
	Calumet	360,000	350,000	+2.9%	325	289	+12.5%
	Door	447,400	430,000	+4.0%	365	359	+1.7%
	Fond du Lac	252,500	240,000	+5.2%	647	617	+4.9%
	Green Lake	254,250	245,000	+3.8%	146	163	-10.4%
	Kewaunee	252,500	292,500	-13.7%	140	116	+20.7%
	Manitowoc	227,500	214,950	+5.8%	534	500	+6.8%
	Marinette	210,000	179,950	+16.7%	258	282	-8.5%
	Menominee	605,000	530,000	+14.2%	15	18	-16.7%
	Oconto	298,700	250,000	+19.5%	226	270	-16.3%
	Outagamie	320,000	305,000	+4.9%	1,187	1,167	+1.7%
	Shawano	250,000	225,000	+11.1%	245	217	+12.9%
	Waupaca	250,000	231,500	+8.0%	303	314	-3.5%
	Winnebago	282,000	257,000	+9.7%	1,109	1,099	+0.9%
<b>Northeast Regional Total</b>		<b>300,000</b>	<b>280,000</b>	<b>+7.1%</b>	<b>7,010</b>	<b>7,014</b>	<b>-0.1%</b>

Region	County	YTD Median Price			YTD Sales		
		Through 7/2025	Through 7/2024	% Change	Through 7/2025	Through 7/2024	% Change
South Central	Columbia	338,450	297,889	+13.6%	374	352	+6.3%
	Crawford	230,000	202,000	+13.9%	99	97	+2.1%
	Dane	454,900	450,000	+1.1%	3,835	3,861	-0.7%
	Dodge	286,000	275,000	+4.0%	529	501	+5.6%
	Grant	204,000	200,000	+2.0%	223	230	-3.0%
	Green	280,000	268,000	+4.5%	213	219	-2.7%
	Iowa	325,000	302,000	+7.6%	132	107	+23.4%
	Jefferson	335,000	330,000	+1.5%	635	565	+12.4%
	Lafayette	247,000	210,250	+17.5%	56	64	-12.5%
	Richland	269,900	224,950	+20.0%	79	82	-3.7%
	Rock	275,000	265,000	+3.8%	1,196	1,251	-4.4%
	Sauk	330,000	300,000	+10.0%	425	414	+2.7%
<b>South Central Regional Total</b>		<b>382,700</b>	<b>362,000</b>	<b>+5.7%</b>	<b>7,796</b>	<b>7,743</b>	<b>+0.7%</b>

# July 2025 Wisconsin Real Estate Report

Inventory Improvements Moderate Price Appreciation as Sales Flatten

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Region	County	YTD Median Price			YTD Sales		
		Through 7/2025	Through 7/2024	% Change	Through 7/2025	Through 7/2024	% Change
Southeast	Kenosha	299,000	281,000	+6.4%	905	991	-8.7%
	Milwaukee	276,000	255,000	+8.2%	5,479	5,660	-3.2%
	Ozaukee	470,010	475,000	-1.1%	639	629	+1.6%
	Racine	285,400	263,000	+8.5%	1,272	1,280	-0.6%
	Sheboygan	290,000	270,000	+7.4%	656	648	+1.2%
	Walworth	380,000	369,450	+2.9%	824	818	+0.7%
	Washington	377,000	365,000	+3.3%	928	898	+3.3%
	Waukesha	497,200	457,000	+8.8%	2,738	2,606	+5.1%
<b>Southeast Regional Total</b>		<b>335,000</b>	<b>315,000</b>	<b>+6.3%</b>	<b>13,441</b>	<b>13,530</b>	<b>-0.7%</b>

Region	County	YTD Median Price			YTD Sales		
		Through 7/2025	Through 7/2024	% Change	Through 7/2025	Through 7/2024	% Change
West	Buffalo	220,000	240,000	-8.3%	68	74	-8.1%
	Chippewa	305,550	315,000	-3.0%	408	367	+11.2%
	Dunn	307,500	275,000	+11.8%	274	271	+1.1%
	Eau Claire	305,000	320,000	-4.7%	715	669	+6.9%
	Jackson	216,000	205,000	+5.4%	127	109	+16.5%
	La Crosse	315,000	300,000	+5.0%	737	699	+5.4%
	Monroe	268,250	249,950	+7.3%	244	248	-1.6%
	Pepin	248,000	230,000	+7.8%	57	46	+23.9%
	Pierce	335,000	350,000	-4.3%	159	153	+3.9%
	St. Croix	382,490	385,000	-0.7%	493	463	+6.5%
	Trempealeau	242,500	240,000	+1.0%	159	184	-13.6%
	Vernon	265,000	238,000	+11.3%	153	121	+26.4%
<b>West Regional Total</b>		<b>305,000</b>	<b>305,000</b>	<b>0.0%</b>	<b>3,594</b>	<b>3,404</b>	<b>+5.6%</b>

YTD Statewide Median Price		
Through 7/2025	Through 7/2024	% Change
325,000	305,000	+6.6%

YTD Statewide Sales		
Through 7/2025	Through 7/2024	% Change
37,819	37,622	+0.5%

JULY 2025

# WISCONSIN REAL ESTATE REPORT



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